SIERRA MADRE NEWS

VOL. 19, NO..25 | PUBLISHED WEEKLY AT SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA | FRIDAY, MARCH 20, 1925

New Neighborhood Has Comfortable Homes, Neat Lawns and Good Streets

A few weeks ago Sierra Mare people were invited to call at the new model home which had been erected by G. I. Farman. Those who visited the new home were much impressed by the showing Mr. Farman and his associates had made and at the same time were impressed with the development which was being made in that section of Sierra Madre.

A few years ago the west side of Sierra Madre was largely given over to ranches and large estates which, while exceptionally beautiful, were not especially designed to attract more inhabitants to that side of the city. Then came E. A. Miller and opened a small tract at the place where Highland and Central meet Sunnyside. Houses began to spring up at once and now there is a beautiful group of homes where once was a more or less ordinary orange grove. And the best part of it is that the new houses which were built in no way detract from the grandeur of the estates which are in their vicinity.

Varied Architecture

There seems to be a tendency among those who are building on the west side of the city to erect homes which will add to the natural beauty of their setting. In this neighborhood is to be found the Spanish, Colonial, Norman French, and the distinctively western but not the less attractive, bungalow. Around these homes invariably one finds a green lawn, neatly trimmed, and where trees did not formerly exist, there are young trees planted which indicates that the householders of the west side in many cases have anticipated the visits of the city beautiful committee, so that there will be no criticism against their neighborhood when better homes are discussed.

Improvements in this section did not stop with the boundaries of the Miller tract. On every side there are new houses, many of them built, their premises improved and filled with what could hardly be anything but happy families. Others are in the process of construction but their lines and dimensions indicate that not one of them will be false to the ideals which have already been established.

Hanson's Development

About a year after the Miller tract was opened, Ole Hanson, whose best known claim to fame is the fact that he was mayor of Seattle at a time when being mayor was a real job for a real man, came to Sierra Madre and bought a small tract at the corner of Sierra Madre and Live Oak avenues. In a surprisingly short space of time new houses began to appear and many a Sunday afternoon drive was brightened by the pleasant homelike impression which these new houses added to the landscape. The home builders in this section, like others on the west side, immediately put in lawns and shrubs which are the outside evidences of good housekeeping and happy families.

Mr. Hanson is perhaps the most extensive builder now in Sierra Madre and as far as possible follows the practice of buying his materials in the town in which they are to be used. Practically all of the material used in the Hanson homes come from Sierra Madre business houses and those who have seen them testify that they are none the less attractive because of this bit of patriotism.

Not all the new houses on the west side have been built on tracts or by one or two contractors. In fact such homes seem to be somewhat in the minority, but all the homes are of such attractive design that it is hard to tell where one contractor left off and another began.

Not content to confine their improvements to their own door yeard, the people of this district have been busy improving old streets and building new ones. They have extended West Montecito from Sunnyside through the Miller tract and arrangements are now being made to extend it on to Lima, making it a through street. Sidewalks have also been built along this extension and along Sunnyside and Highland. Recently a petition was completed and presented to the board of trustees asking for sidewalks to be built along Sunnyside from Central avenue to Fairview avenue, which is the north end of the street.

West Alegria has been improved and a part of North Sunnyside and below Central Ramona and Manzanita have been favored likewise.

It is hard to point out a single new home in this section of the city and say that it is particularly attractive, because the entire neighborhood is so uniformly attractive that the single home is obscured in the effect created by the whole district. There are the usual flowers, lawns, oranges, palms and peppers on the west side and then there is something else and that is what makes the west side distinctive and Soerra Madre distinctive. It is California plus.

New Map Is Presented to City Board

A plat map mhich represented a preliminary plan for the new subdivision at the corner of Canyon and Central avenues, was presented to the city trustees at an adjourned meeting Wednesday night by Ole Hanson, purchaser of the tract. Mr. Hanson told the board that he had made all arrangements for the purchase of the tract from Gilbert Keys but wanted their unofficial approval of the proposed plan before he closed the deal. The board members expressed themselves as being satisfied with the proposed plat. Mr. Hanson told the board that he expected to begin a building program which would add 75 new homes to Sierra Madre that active construction will start at once.

The protests against the improving of Victoria Lane were heard and after considerable discussion between the protestors and members of the street department an agreement was reached which was satisfactory to all present. The protests were on the grounds that with a six-inch curb on the south side of the lane it would be almost impossible to build a driveway which could be used, because of the slope of the ground to the south. Most of the houses on that side of the street are below the street level. Those protesting contended for a four-inch curb but City Engineer Gierlich objected on the grounds that it would not carry the storm water. It was agreed that a five-inch curb would be satisfactory, and the engineer was ordered to prepare new maps to present at the next meeting. The protest hearing was continued until the March 26 meeting.

The remainder of the evening was devoted to the routine business of the city. All the trustees were present with the exception of N. W. Tarr who is out of the city this week.

Parent-Teachers Hold Interesting Meeting Wednesday

The meeting of the Parent-Teachers association Wednesday afternoon was well attended. The talk given by the teachers was very interesting and instructive. Mrs. George H. Woodruff of Villa, vice president of the Pasadena Parent-Teachers association, spoke on the new rulings in the high school. Students must have fifteen credits each semester, making thirty credits for the year. If they fail to make these credits they will have to do extra work to make them up or they will not be recommended for college by the superintendent.

The conference of the first district to which Sierra Madre belongs will be held at Redondo Beach union high school March 26. The Parent-Teachers association will be guests of the Redondo Beach Chamber of Commerce.

Camp Fire Girls Plan Tournament

The Yulani unit Camp Fire Girls are planning a tournament to take place Saturday, March 28. More definite plans will be made at the next meeting, March 23. The Camp Fire Girls would be glad to know of some one who wishes to store a piano free of charge. It would always be locked, to be used only by the girls to practice their songs. Anyone willing , please inform the guardian, Mrs. Milton Steinberger. At the last meeting, March 16, Betty Berkley was reinstated into the group as Wood Gatherer.—Margaret Butsch, Press Chairman.

THE SCHEMING LIEUTENANT IS WELL RECEIVED

There is now one more feather in the motley bonnet of Sierra Madre's players as a result of the Scheming Lieutenant, which was staged at the Woman's Club house Tuesday night under the auspices of St. Rita's Altar society and under the direction of Mrs. J. Glenwood Jones. The play was well cast throughout and the settings were simple and effective, the credit for which is due to Mrs. Jones.

Harry E. Long as Dr. Rosey, and Mrs. William R. Creese as Mrs. Bridget Credulous deserve special mention for the way in which they portrayed their characters. Paul Colburn as Justice Credulous, a bumptious old gentleman, added to his already good record in local theatricals. Mrs. R. M. Finlayson and Jack Buchan in the leading roles were well cast and carried their parts nicely.

The feature of the evening was Mrs. Mary Barnidge of the old sod, who entertained the audience with her Irish wit and humor between acts. The crowd went wild when Mrs. Barnidge and Mrs. Val Miller did an Irish jig to "The Wearin' of the Green."

The readings by Mrs. Hazel McLaughlin were especially pleasing while Mme Grace Burdette's lyric soprano solos were a treat which does not come often to Sierra Madre. Miss Laura Griffin made friends with the audience at once by the music she brought forth from her violin. The special numbers were accompanied by Mrs. William Murphy and Mrs. Ann McKinley. The cast follows:

Lieut. O'Connor, Jack Buchan.
Doctor Rosey, Harry E. Long.
Justice Credulous, Paul Colburn.
Sergeant Trounce, John F. Brain.
Corporal Flint, Wm. J. Colligan.
Lauretta, Mrs. R. M. Finlayson.
Mrs. Bridget Credulous, Mrs. Wm. R. Creese.
Servant, Leo Neeson.
Countrymen, George Watt and Steve Petzel.
Soldiers, Albert McClosky, Terrance McClosky and Leo Neeson.
Drummer, Willard Robins.

Great Vine Never More Beautiful

The Wistaria vine has never been more beautiful than it will be this year during the Wistaria Fete, which begins tomorrow (Saturday). The affair was postponed a week in order to give the vine an opportunity of developing more blossoms before the public was admitted, and according to Mrs. H. T. Fennel, chairman of the general committee, the wait has been well worth while.

The fete will be patterned after the lawn fetes which have been popular in society for generations, but on a much larger scale than most of them. It will last from March 21 to April 5, which will be two full weeks and three Saturdays and Sundays. This is perhaps the longest lawn fete held in America, and would be impossible in almost any other climate but that of Southern California.

Great Public Benefit

The proceeds derived from the Wistaria Fete will go to the Woman's club building fund. The annual affair is in large part responsible for the financing of the additions to the club house which public demand has made necessary from time to time. All of this is possible because of the public spiritedness of Mr. and Mrs. H. T. Fennel, who own the vine and who turn their home over to the club for two weeks once every year.

Though the Wistaria Fete is necessarily a social event in which all Southern California takes part, the city also derives no inconsiderable amount of advertising from it. The notice of its coming has been announced by a large unmber of city and town papers throughout Southern California, and notices are posted in most of the woman's club houses in the southland. Last year there were 30,000 visitors to Sierra Madre because of the fete, and this year is expected to far surpass that number. The goal hoped for is 50,000.

Mr. and Mrs. Arthur Elwood of Los Angeles were the guests of Mrs. George Humphries on Sunday.

RELIEF FUND

It goes without saying that funds will be needed for the relief of the suffering in the middle west, due to the recent tornado. It also goes without saying that Sierra Madre people will give generously to this fund. However, it is highly desirable that the local community gets the credit for its giving rather than Los Angeles or any other centers of population.

Those who wish to give to this cause may mail or bring their contributions to the Sierra Madre News office and they will be turned over to the local Red Cross and due credit given.

To Vote on Three Names at Election

The coming school election will be unusually warm this year, according to those in touch with the situation. One member of the board is to be elected and at present there are two candidates whose names will appear on the ballot and a report that another will be an active candidate, but his name will not appear on the ballot.

William J. Colligan, a graduate of New York University and a member of the Disabled Veterans of the World War, in which organizations he has held important posts, has filed his petition and his name will appear on the ballot. Mr. Colligan is well and favorably known here.

Richard S. Jensen is also a candidate to succeed himself at the coming election. Mr. Jensen was appointed by County Superintendent Mark Keppel to fill out the unexpired term of Dean Shaw, who resigned because of ill health. He is a business man and in a statement to the News said that he had promised J. O. Smith at the time Mr. Smith consented to serve on the board that he would become a candidate again. Mr. Jensen has given a great deal of his time to the affairs of the school and his business experience and foresight have made him a valuable member of the board.

Though no announcement has been made, the rumor is current that E. A. Calvert will be a candidate for the place and that his name will be written on the ballot by those who support him. Mr. Calvert has been active in school affairs for a number of years and his candidacy will be looked upon with favor by many in touch with school affairs.

At the meeting of the Parent-Teachers association Wednesday, the subject of transportation of high school students to Pasadena was brought before the meeting and for a few minutes threatened to upset the harmony of the meeeing. The transportation committee, the members of which are Fred Griebenow, Mrs. Fletcher White and E. A. Calvert, were asked to report on the progress made. Mr. Griebenow as chairman said that the committee was not ready to make a formal report but could tell the meeting of the progress made. The president, Mrs. E. A. Calvert, ruled that the committee should either make a formal report or make no comment on the situation. Mr. Calvert then entered a minority report, stating that he believed that the association should go to the Pasadena board and demand transportation.

According to a statement made outside the meeting, the committee has met with the business manager of the Pasadena school board and he had told them that by the time bids on transportation for this year were received and the contract let, the school term would be finished. The Pasadena board does not yet know to which of the Junior Highs the Sierra Madre pupils will be sent for the next year, but that as soon as that is decided, suitable arrangements for transportation will be made.

Mr. Calvert contended in his minority report that the Pasadena board was unwilling to provide transporation and that the P. T. A. should demand that some provision should be made at once to take care of the students attending the John Muir high school. He said that other communities were getting transportation and that it was needed at once.

Romanesque Spire Will Beckon to Travelers Who Look Toward Sierra Madre

Artist's Perspective of the New Church of Saint Rita

It will only be a question of a few months until the location of Sierra Madre will be landmarked for the weary traveler by great church spires pointing toward the clouds and superimposed upon a background of green mountains, for new churches are being built or projected with designs which will impress upon all who may chance to pass through the San Gabriel valley that Sierra Madre is a city which is proud of her churches.

The first of these to be started and which will probably be the first completed is St. Rita's Catholic church at the corner of Baldwin and Alegria avenues. This beautiful edifice when completed will have a spire whose weather vane will be 74 feet from the ground and at the high altitude of the site, the spire will stand out as a beacon for all who may pass through the valley below.

The new church is fast taking on its shape and dimensions. W. J. Schiltz, who is the contractor and master mason, estimates that it will be ready for dedication about August 1, and will be the last of a group of buildings which have been erected in the last three years by the church. The architecture is Romanesque in design and is carefully planned to meet the needs of the parish. When completed the new edifice will seat about 600 people. The floor measurements are 48 feet by 120 feet and on the east side is a shrine erected to St. Rita, the patron saint of the church.

The St. Rita's Shrine is in itself an item of a great deal of interest. A few years ago Father Woodcutter, who was at that time head of the local church, organized a society of St. Rita, which grew in membership until there were more than 2,000 members enrolled, many of whom visit the shrine of St. Rita periodically. It was through this organization that much of the development work of the church was first made possible.

The new church is being built of brick and will be given an outside coating of stucco, which will be tinted to conform to the general setting. The tower will rise from the southwest corner of the edifice. There will be an entrance at the southwest corner from Baldwin and the main entrance will be on the south from Grand View.

Other buildings which have been erected near the church are the parsonage, St. Rita's school and St. Rita's convent. The church will be used exclusively for church purposes and the basement of the school will be used as a social hall when the new building is completed.

Committee All Set for Final Vote

A large number of people of the district have been busy for the last ten days doing what they could to bring the Hastings ranch to the attention of the board of regents of the University of California in order that they might have full information on the proposed site for the Southern Branch of the university when the matter is brought up for final settlement at the meeting in Berkeley, Saturday, March 21.

Mrs. J. Milton Steinberger and Harold E. Allen, Sierra Madre representatives on the general committee, have been busy getting members of the alumni and others who might have some interest in the selection of a site, to call the attention of the site to the board so that the chances of failure will be reduced to the minimum.

Signs Are Encouraging

In many ways the prospects are encouraging. It is known that members of the board, from Los Angeles, have visited the Hastings ranch since the meeting adjourned on March 10, and that careful inquiry has been made into the water situation and other items which would enter into the consideration of the site. The water situation is in good condition as is the case with other features, which might make the site undesirable because of purely physical reasons. There is available water which engineers claim can be easily developed on the ranch and that it would be possible to provide water for the university at a very small cost.

One of the principal arguments being urged against the Hastings ranch is that it is very hot in summer time, but this is being offset by the argument that there is no cold afternoon draft such as is a daily occurrence on the west side of Los Angeles and the fogs are at a minimum. It is also pointed out that the heat is by no means as excessive as strangers are being led to believe and that the hot season never lasts more than three weeks, and that it comes at a season of the year when there is little or no activity in school anyway.

Chances Considered Good

One of the interesting sidelights on the situation which might be a favorable indication for the Hastings ranch is the fact that Los Angeles papers failed to recognize the importance of it as a factor in the fight for the university until several days after the first meeting of the board. As the days passed, however, one by one the Los Angeles papers began giving the local site a place on the list of strong possibilities.

There is little to be done now but to await the final decision of the board of regents. It is too late to send letters, but those who desire may still send messages by wire and is is urged that the more interest in the situation that can be shown, the better the chances for locating the university at Sierra Madre.

Prince Blay At Bethany on Next Thursday

A treat for Sierra Madre is in store at Bethany Temple March 26 at 7:45. Prince Blay Echettlay, of Abyssinia, declared to be a direct descendant of King Solomon and the Queen of Sheba, will give an address. The Prince was chaplain and was with General Allenby when he conquered and entered Jerusalem in 1917.

The prince belongs to one of the greatest and bravest of warrior tribes of Abyssinia. He was converted to Christianity under missionaries working in the land about 18 years ago. He was educated in his own land and at Oxford, England, where he took his degree in Master

He has been educating his tribesmen in the Christian religion and has turned many of them to Christianity.

His services as chaplain were chiefly in African and Palestine with General Allenby. Over 1,000,000 of his tribesmen are anxiously awaiting his return to give them the gospel of Christianity.

His lecture will be upon his experiences with General Allenby and the taking of Jerusalem from the Turks. Admission free. A thank offering to help him in his work.

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Around Our Town

Fred Hermann of 493 N. Auburn avenue returned Tuesday from a three-weeks' visit at Gilman's Hot Springs, near San Jacinto.

Charles S. Seeley of Kingman, Arizona, is spending a week in Sierra Madre, visiting his parents, Mr. and Mrs. Frank B. Seeley, 453 West Manzanita.

Archibald McClanahan went to Los Angeles Tuesday to attend a meeting of the American Bankers' institute.

Mr. and Mrs. J. Danner have removed to Sierra Madre from Hemet. They are now living at 355 North Auburn.

Dr. William S. Bovard gave an address Thursday at a conference on Men's Work at the First Methodist church at Los Angeles.

John S. Noble, who has been visiting Dr. and Mrs. Tate for several weeks, returned to his home in Cleveland, Ohio, Saturday.

Mrs. C. F. Gray, who has been a patient in the Glendale hospital for the last several weeks, is reported to be making good progress toward recovery.

Mrs. Hubertina Hofer and Mrs. Bertha Goodley of Los Angeles are visitors at the Mountain House. The Misses Martha and Hattie Groneman of Long Beach are the latest registrants of this hostlery and are very enthusiastic towards the grandeur and location of our city.

Bethany Temple

Rev. E. P. Lyon, D. D., Minister

11 a. m., Sermon on "Sanctification, What It Does Not Do."

7:30 p. m., "The Christ of History as Set Forth in the Gospels."

Tuesday, 7:30, Teacher-Training Class, with Stereopticon Study.

Wednesday, 7:30, Teaching of the Bible as to the Holy Spirit.

EAST OF SUEZ WIZARD OF OZ HERE NEXT WEEK

Manager Billy Wall brings to the screen at the Wistaria theater next Wednesday and Thursday a picture that has been acclaimed as Pola Negri's greatest American-made production—"East of Suez." The story is a screen version of Somerset Maugham's Broadway stage play and features Edmund Lowe, Rockliffe Fellowes and Noah Beery in support of the star. "East of Suez" is a gripping mystery drama of love and intrigue with the scenes laid in China. It is said that Paramount spared neither time nor money that this production might be the greatest thing of its kind ever to reach the screen. Raoul Walsh, who made Fairbanks' "Thief of Bagdad," directed.

"The Great Divide," Reginald Barker's screen version of the famous American play by William Vaughn Moody, will come to the Wistaria theater next Sunday for a run of three days. The role of Stephen Ghent will be played by Conway Tearle, while Alice Terry will appear as the New England girl, Ruth Jordon. Others in the cast include Wallace Beery, ZaSu Pitts, Huntly Gordon, Allan Forrest, George Cooper, and Ford Sterling. Percy Filburn is said to have obtained some exceptional views in the Arizona Painted Desert, where the exteriors were made. "The Great Divide" was adapted by Waldemar Young, and is presented by Louis B. Mayer. It is a Metro-Goldwyn picture.

On Friday and Saturday Mr. Wall will show the "Wizard of Oz," a picturization of the play which made Montgomery and Stone famous and which was rated as one of the two most successful plays ever staged in America. The picture version stars Larry Semon, Marjorie Dawn, Bryant Washburn and Charlie Murray.

Congregational Church

At the Congregational church next Sunday the second of the series of Lenten sermons will be delivered by Dr. Tate. The topic will be, "Becoming a Church Member." The concluding topics of the series are:

March 29, "Becoming a Church Member."

April 5, "The Glory of the Glory of the Church."

April 12, "Easter Sermon."

At the evening service at 7:30 the picture will be "The Sawdust King." This is a story of Circus life and presents an orphan's fight for recognition and success. You must come early if you wish a good seat. Inspiring congregational singing. Music by the choir. You will receive a cordial welcome. Come and bring your friends with you.

Tuesday will be Chinese Day at the Congregational church, for the Ladies' Aid, which meets at 10 in the morning to sew for a friend who is ill and has three little folks that must have some little garments to wear right away, will serve a Chinese luncheon at noon and the Missionary society will study China in the afternoon.

A charge of 25 cents will be made for the luncheon which will be prepared by Mrs. Kaneen and Mrs. Leggett, who will appreciate it if the ladies will let them know of their intention to attend.

At 1:30, an hour earlier than formerly, the Missionary Society will be led in devotions by Mrs. Escott and special music has been provided. Mrs. S. J. Morrow, who is a visitor in California, has just returned from a Missionary Conference in Washington and she will give an account of the most interesting meeting. Mrs. Mollie L. Paul, a missionary from South China, will speak and is expected to bring some Chinese musical instruments with her to give an idea of Chinese music.

Dean William Carson Shaw, who has been ill for some time, is reported to be improving steadily.

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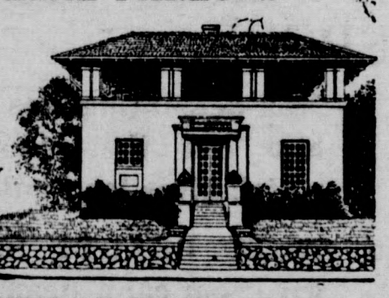

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SOCIAL & PERSONAL

L. R. Pate, alias H. C. Johnson, was taken into custody by police officer Adam Mueller Saturday on a charge of vagrancy. Young Pate was attempting to gain aid from local ministers by using a sick mother tale which later he said was false. Not having received any money, a more serious charge could not be placed. He was fined $25 by Judge C. W. Forman.

Mrs. J. Milton Steinberger was among those from Sierra Madre who attended the general committee meeting for the university site in Pasadena Saturday night.

Mr. and Mrs. Wilbur Thayer, 63 Bonita, are entertaining Mr. Thayer's brother from Boston this week.

R. C. Pierce of Boston has purchased a lot on Bonita from S. R. G. Twycross. He says he expects to build a home there within a year.

Peter Cuccia of Arcadia was in Sierra Madre Monday on business. Mr. Cuccia operates a packing plant at Lamanda Park.

Mr. and Mrs. D. H. Roush of the Arcadia News were Sierra Madre visitors Friday and while here inspected the plant of the Sierra Madre News.

James N. Hawks spent a few days last week at Catalina Island.

S. Levitt is building a new home at 327 North Lima street. It will be a five-room bungalow with full basement and excellent finish.

A. E. Pettitt is remodeling his news stand this week. An entrance has been cut in the southwest corner and the other door closed, in order to give more counter room.

Mrs. Carrie Rehberg and Miss Mabel Johnson of Los Angeles were the dinner guests of Mr. and Mrs. Rudolph Hartman on Sunday. Other guests at the Hartman home during the day were Mr. and Mrs. George Preston and Mr. and Mrs. C. L. Tarter of Harbor City.

Mrs. L. Karpf entertained twelve guests at the sixth of a series of luncheons that she has been giving before departing for the east, where she will spend three months.

Saturday evening, March 14, Mr. and Mrs. Louis Gellis of Los Angeles gave a most wonderful dinner party in honor of Mrs. Louis Karpf of this city, who is leaving for the east within the next week.

Mr. and Mrs. Karpf and family were the honored guests of Mr. and Mrs. Firestone of Venice at a swimming and supper party Sunday, March 15.

The Woman's Guild of the Church of the Ascension are planning a luncheon in honor of Mrs. Thomas Flather at the Parish house on Friday, the 20th.

Miss Margaret Wood of Chicago is visiting at the home of her brother and sister-in-law, Mr. and Mrs. Randolph Wood, of 255 N. Harmosa.

The home of Mr. and Mrs. Howard Lieben of 632 W. Montecito was the scene of a merry five hundred party on Monday evening. The affair was in honor of Mrs. Lieben's father, Mr. Thomas E. Bryant of Yakima, Wash., who is visiting here. After a delightful evening of cards a delicious buffet supper was served. Those bidden were Mr. and Mrs. Randolph Wood, Mr. and Mrs. Lyle Anderson, Mr. and Mrs. Victor Hill, Mr. and Mrs. Roland Adams, Mr. and Mrs. Hall Perry, Mr. and Mrs. Ralph Stover, and Mrs. W. C. Shaw of Sierra Madre and Miss Betty Schultz and Mr. and Mrs. Philip Jones of Los Angeles.

Donald Ashmore and Phil Carter went to Temple Monday night to be present at the institution of the new Masonic lodge.

Mrs. W. E. Doty, Mrs. Harvey Steinberger, Mrs. Stella Dennison, Mrs. Eva Spencer Howard and Miss Alice Stanley were the guests of Mrs. Fred Slingerland at the Hollywood Country Club Tuesday.

Mr. and Mrs. Clyde Muskrath, Mrs. Eva Holbert and Mrs. Flora Phoenix went to Hollywood Tuesday night to see the Iron Horse.

Dr. Gilbert Bovard has given up his work at the General Hospital clinic in order that he may have more time to devote to his medical practice in Sierra Madre.

J. N. Hawks is the last person reported to have been inocculated with germs of the much dreaded golf disease. Jim made a birdie the first time he played. It is understood that he will not recover.

Mrs. Fanny Loveless, who opened the PoHyana hat shop in Sierra Madre Monday, reports a fine business already with several spring hats sold and much future business in sight.

Mr. and Mrs. C. Kenneth Yoder spent last week at the St. James hotel in San Diego.

Delegations from the Congregational and Bethany churches attended the John E. Brown Evangelistic meetings in Monrovia Monday night.

Mrs. Flora Phoenix of Berkeley arrived in Sierra Madre Sunday for a visit of a week with her sister, Mrs. Eva Holbert.

Mr. and Mrs. J. D. Sparks have moved from 414 West Mariposa to 368 West Mariposa. Their former home has been sold to Arthur G. Williams of Modesto, who will move here in the near future.

Miss Prosch, who formerly lived in Sierra Madre but is now located in Seattle, was in Sierra Madre Tuesday visiting friends.

Mrs. W. E. Walker, Mrs. William Lees and Mrs. Eva Spencer Howard went to Ontario Wednesday to attend a party given by Mrs. Walter E. Anderson, formerly of Sierra Madre.

Vinton Hoegee left Friday for the Inyo county, where he will spend several days looking after a herd of pack stock which he has been wintering there, and will also visit his friend, the famous Death Valley Scotty.

Mr. and Mrs. Abbott A. Hanks of San Francisco spent Saturday in Sierra Madre visiting at the home of Mr. and Mrs. James N. Hawks, 80 East Grand View. Mr. Hanks is a brother of Mrs. Hawks.

SAVE THE BIG REDWOODS SAY LOCAL WOMEN

A Cathedral—Bull Creek Flat—Annual report of Save the Redwoods League.

"To enter the grove of redwoods on Bull Creek Flat is to step within the portals of a cathedral dim, lofty, pillared, peaceful."

But this temple, which the Great Architect has been building for a score of centuries is incomparably nobler, more beautiful and more serene than any erected by the hands of man.

Its nave is loftier than that of Amiens and longer than that of St. Peters. Its wine-red shafts, rising clean and straight over two hundred feet, are more numerous that the pillars of Cordova; its floor is carpeted with a green and brown mosaic more intricate than that of St. Mark's; its aisles are lit with a translucence more beautiful than that which filters through the stained glass of Chartres; its spires pierce higher than those of Cologne; its years are greater than the first lowly building devoted to Christian service.

To destroy this noblest of places of worship would be more irreparable than was the destruction of the cathedral of Rheims."

These words of Duncan McDuffie, councillor of Save the Redwoods League, will thrill alike those who have experienced the "Redwood Magic" and those who anticipate the joy of a pilgrimage to California's treasures, and the world's "oldest living things," the redwoods. They are spoken of Bull Creek Flat Grove, which with Dyerville Flats was threatened with destruction by the lumberman's saw, and will be saved through the efforts of California's communities, now called upon to raise $700,000 for the purchase of these areas.

The addition of these magnificent groves to the State Park area along the Redwood Highway in Humboldt county is the League's pledge which stopped cutting operations. It will extend the protected area materially nearer to Eureka.

Fine cooperation from chambers of commerce, county boards and woman's clubs is evidenced by efforts to raise money to fulfill the pledge, reports of which come from all over the state.

The State Federation of Woman's Clubs at its meeting in Dyerville Flats in 1923 pledged $60,000 for the purchase of that beautiful grove. The raising of this fund was held in abeyance during 1924 because of the bi-ennial levy. This sum was counted as available when the emergency arose, and is now called in. The Sierra Madre club's Conservation committee, of which Mrs. E. D. Burbank is chairman, hopes to have community co-operation in raising the club's quota, which is about $200. The Save the Redwoods League has several objectives; to purchase, or to secure gifts of redwood areas, or to other natural beauty spots, and deed them to the state.

To secure the creation of a Central Park commission, to administer these and all state parks.

To enlist immediate support for California state legislature senate bills 185 and 608, in order to coordinate California's park interests.

To secure the creation of a Nationaltional Redwood park of 20,000 acres.

The president of the league, Dr. John C. Merriam of Carnegie Institute, with William Kent, Stephen Mather and others in their report show in detail the remarkable area saved by the gifts and funds accumulated through memberships.

Lovers of the redwoods may help in the emergency work by sending contributions of money to Mrs. E. D. Burbank or in the general work by joining the League, annual memberships being two dollars. Subscriptions may be sent through the club, or directly to California Hall, University of California, Berkeley, California. "Membership in the Save the Redwoods League is an honor many should seek."

The Air Is Full of Fun— Are You Getting It?

If you are not enjoying all the good things provided for you, let us demonstrate a

RADIOLA

in your home

Prices $35.00 to $435.00

Easy Payment Plan if desired

G. I. FARMAN

SIERRA MADRE ELECTRIC CO.

Main 120—Opposite P. E. Station

SIERRA MADRE SAVINGS BANK

COMMERCIAL	SAVINGS
Capital Paid Up - -	$40,000
Surplus - - - -	$18,000

YOUR HOME BANK
Owned and Controlled by
Sierra Madre Residents

OFFICERS

H. E. ALLEN, President
CHARLES S. KERSTING, Vice President
W. H. INGRAHAM, Cashier
M. F. SEELEY, Assistant Cashier

DIRECTORS

CHAS. S. KERSTING C. W. YERXA
F. H. HARTMAN H. E. ALLEN C. W. FORMAN

General Banking Business Transacted
4% Paid on Savings Accounts
Mortgages—Travelers' Checks
Escrows and Collections Handled

POOL OPENS SATURDAY

IN THE CANYON

Pool Cleaned and disinfected—Water Changed Weekly
Wool Bathing Suits

Prices—10c-20c-30c

C. E. HOUSE, Manager

Confidence and Convenience

Both of these valuable business assets have been responsible for our steadily growing practice.

An expert optometrist within a short distance of your home.

Eyes Examined—Lenses Duplicated—Repair Work

DR. E. C. PIERPOINT, Optometrist

Phone F. O. 3400 Near Post Office
2550 E. Colorado LAMANDA PARK, CAL.

M. D. Welsher

Groceries, Fresh Fruits and Vegetables

Fresh and Smoked Meats

Two Deliveries Daily

Grocery Phone Main 6 — Market Phone Main 97

WITH SERVICE SCG COURTESY

TO OUR CONSUMERS

GET the most for your money out of the gas you use. Make your gas bills thrift bills.

We help you to do this when we aid you in choosing the most economical gas appliances and tell you how to avoid waste by using them intelligently.

Waste of gas means big bills, complaints, investigation, re-checking, letter writing, delayed payments and other expenses. Worst of all, it means dissatisfied consumers.

Satisfied consumers are worth more to us than any revenue derived from gas which is wasted.

We want no money we do not earn.

Southern Counties Gas Company

District Superintendent

RAYMOND THEATRE

Raymond Avenue, two blocks North of Colorado
Daily 2, 7 and 9. Saturday and Sunday, 2:00 Continuous
Last Times Friday
"Charley's Aunt"
Opening Saturday
Harold Bell Wright's
"The Re-Creation of Brian Kent"
NEW PRICES: Any seat, any time, 50c
Except Loges, Evenings, 75c

STRAND THEATRE

Colorado Street at Euclid
Daily—1, 3, 5, 7 and 9
Last Times Saturday
"Salome of the Tenements"
Starting Sunday
Charles Ray, in "PERCY"

FLORENCE THEATRE

Colorado Street at Hudson
Daily 2, 7 and 9. Sat., Sun. and Holidays 1:30 continuous
Last times Saturday
"On Thin Ice"
Starting Sunday
"Sackcloth and Scarlet"

PASADENA THEATRE

Colorado Street at DeLacey

Friday, Saturday and Sunday
VAUDEVILLE
AND FEATURE PICTURES

Preview Vaudeville Monday Night

SIERRA MADRE NEWS

Published by
THE SIERRA MADRE PRESS, Incorporated
Telephone Black 42
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif., under the act of March 3, 1879

EDITORIAL COMMENT

WHO IS THE HOME MERCHANT?

The home merchant—who is he?

He is the chap who meets you at the door with a handshake and lets you out with a message to the "kids" and a real "come again, good-bye."

He is the chap whose clerks live in the home town and spend their money with you and other local people.

He is the chap whose credit accommodations sometimes tide you over a critical period when misfortune is staring you in the face and the big city stores couldn't see you at all.

He is the chap who helps support our churches and charitable organizations and talks for the home town and boosts for it every day in the year.

He is the chap who visits you when you are sick, sends flowers to your family when you die, and follows your body out among the trees and tombs, as far as human feet may travel with the dead.

He is the home merchant—your neighbor—your friend—your helper in time of need.

Don't you think you ought to trade with him and be his friend and his helper in time of need?

Don't you know that every dollar you send out of town for merchandise is sent to strangers—to men who never spend a dollar here? You don't save much, usually nothing, when you send your money out of town. And don't you know that the growth and prosperity of this town and community depend very largely upon the success and prosperity of the home merchant? Out of town people judge our city by the appearance of our stores and the degres of enterprise shown by our merchants. And our home merchants cannot succeed unless home folks give them loyal support.

SAFEWAY IS NEW NAME FOR SAM SEELIG CHAIN

Back of the Safeway name are men who have placed retail merchandising in Southern California upon a very high plane. For years the Sam Seelig company has been known as California's Leading Grocer and the name has been justified. Now that Mr. Seelig has disposed of his interests in the company, it has been decided to change the name and the name of the company is now "Safeway Stores, Incorporated," and in this "Integrity" will be spelled S-A-F-E-W-A-Y.

Mr. W. R. H. Weldon, president, the Safeway Stores, Incorporated, is a man well fitted for the position he holds—keen, quick-witted, and versed in banking, investments and in merchandising. Mr. Weldon has been in the merchandising business in Southern California for the past 30 years and was at the head of the Channel Commercial company for many years. In this organization of men he seems to stand out as the dean—years of experience and with a kindly disposition toward all who are associated with him.

Mr. Edward Dale, vice-president, was in business in Colorado for many years and headed the Acme Stores at the time that concern put in the first open front market in Southern California. Since then the open front store has been and is very popular in all parts of the country where the weather will permit of them. Mr. Dale has absolute charge of the purchasing departments and here again we have a man well versed in merchandising.

Mr. Edward M. Selby, secretary, is a lawyer with a record and with experience that has covered a judgship. To Mr. Selby are left the legal matters of the company and this gentleman is well fitted for this role of steering the Safeway Stores, Incorporated, safely. His has been a task of securing the proper legal orders, trade mark decrees and copyrights of the Safeway Stores, Incorporated, of the name and labels SAFEWAY.

Mr. W. E. Dent, treasurer, has been with the company for many years after having been in business in Nevada.

Right here it may be stated that the Safeway Stores, Incorporated, has been built upon a foundation of bed rock business methods—store by store this company has advanced to where 270 are now operated.

Mr. A. I. Stewart, general superintendent of stores, has charge of securing new locations and in his care is also the employment department so it may be said of him that he secures new locations and then secures men to make the locations successful. Mr. Stewart is well known as a speaker and is being vitally interested in all civic affairs. His acquaintance is wide and embraces all classes of people. A keen judge of human nature stands him well in securing new locations at a fair cost, of securing concession holders to whom are rented out the parts of markets.

Under the five men we have just written about are twelve district managers whose duty it is to call regularly upon the Safeway stores, which are located in all parts of Southern California. These men have complete charge of from 20 to 30 markets which they visit from two to three times every week. Under these men are the managers and clerks of the different stores and to them are carried the messages and policies of the officers of the company by the district managers.

RADIOLA IS A DIVINE GIFT SAYS LETTER

Following is an extract from a letter received recently by Manager G. I. Farman of the Sierra Madre Electric company, from Mrs. David W. Walker of near Alhambra. Mrs. Walker is the mother of Mrs. Mable Walker Willebrandt, assistant attorney general of the United States, the highest appointive position in the county to be held by a woman. The Radiola referred to was sold by Mr. Farman to Mrs. Willebrandt during her visit to California a few months ago and was given to Mrs. Walker as a present from her daughter.

"I cannot tell you how very much we enjoy the Radiola. This Sunday morning as I sat here after hearing "When the World Forgets," and now am hearing a violin solo that lifts me above all the petty cares into a realm of harmony, I am filled with gratitude that "Divine Mind," manifested through a human channel, gave to the world—Radio. For to me the Radiola is a gift from God. I hope that very soon the Radiola will be in the humblest homes, and I believe then in a large measure our crime problem will be solved. When each child is surrounded with what the radio brings he will grow to love the better things."

BOLSHEVISM TO BE DISCUSSED AT CLUB MEETING

The next meeting of the Woman's Club will be held on Wednesday, March 25, at 2:30. Mrs. May W. Benham, a director of the Friday Morning club and editor of the club bulletin, will speak, her subject being, "What Club Life Means to Me." She has an inspiring message for club women. Mrs. Harold Hart will sing a group of songs which will be most enjoyable.

Baroness Ottily de Ropp, an author and lecturer of ability, will tell what applied Bolshevism and Communism have done to the once powerful empire of Russia. Born and educated in Russia, Baroness de Roppe can give authentic information on conditions there and her forceful lectures have been received with enthusiasm in this country. She brings a warning it is well to hear.

Everything is in readiness for the opening of the Wistaria Fete on Saturday, March 21.

Drama Section

The next meeting of the drama section has been postponed to April 3. On that day the section will meet at 2:15 at the home of Miss Ruth Klemme on North Canyon avenue.

HEATERS AT A GLANCE

Starting Saturday
Raymond—"The e-Creation of Brian Kent."
Starting Sunday
Strand—Charles Ray, in "Percy."
Florence—"Sackcloth and Scarlet."
Starting Monday
Pasadena—"The Man Without a Conscience."
Ending Saturday
Strand—"Salome of the Tenements."
Florence—"On Thin Ice."
Ending Sunday
Pasadena—Vaudeville and "In Love With Love."

BARGAINS
ALL THE TIME

Hosiery
for men, women and children
Underwear
for men and boys
Hiking
Work Clothes
for men and boys
Dress Pants
for men
Shirts, Collars, Ties
for men and boys

All at Less than Los Angeles Prices

Pressing and Cleaning

Open Evenings

SIERRA MADRE BARGAIN STORE
MAX SILVERMAN

Blue 184 — *20 W. Central*

The L. W. Blinn Lumber Co.

HIGH GRADE BUILDING MATERIAL
Rough Lumber, Finish Lumber, Cement, Lath, Plaster
Wall Board, Sash, Doors, Roofing, Hardwood Floors Laid
FREE PLAN SERVICE
Main 23 — East Montecito Ave.

UNION GAS

SPEED — POWER

Non-detonating gas starts easily and has the sustaining power which gives long mileage.

AUTO BEAUTY SHOP—Let us give your car a steam cleaning and polish.

CENTRAL GARAGE

PHONE BLUE 8 — Central and Baldwin
FRANK L. LOVELL

RADIO G-A-S

Broadcasting Pep—Power—Pick-up

Wistaria Service Station
42 North Baldwin Avenue
Quick Service — W. MUNRO

COLONIAL THEATRE

Monrovia, California

First Show at 7:00; Second, 8:45 p. m.
Saturday and Sunday Shows Start at 6:00 P. M.

Sunday, Monday, Tuesday, March 22, 23, 24—

HENRY KING'S

"SACKCLOTH AND SCARLET"

With ALICE TERRY. The human-interest love drama of a girl who shouldered the responsibility for her weaker sister's folly. Made by the man who has to his credit "The White Sister," "Romola," and "Tol'able David."

Will Rogers in his latest laugh producing satire, "GOING TO CONGRESS."

Wednesday, March 25—

THOMAS H. INCE presents

"IDLE TONGUES"

From Joseph C. Lincoln's world famous novel, "Dr. Nye." With Percy Marmont and Doris Kenyon, David Torrance and Claude Gillingwater.

A CHRISTIE COMEDY.

Thursday, Friday and Saturday, March 26, 27, 28—

We know you have been waiting for this one, folks—it is the funniest comedy ever shown on the screen. She's here! Who?

"CHARLEY'S AUNT"

Featuring SID CHAPLIN.

The Lightweight Boxing Champion of the World in a great feature fight story, Benny Leonard, in "BREAKING IN."

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The Modern Priscillas met Wed-

Local Interest

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Both Troops To Meet in Park House

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SIERRA MADRE NEWS

SUPPLEMENT

Screen Scrapbook

FRUIT TREES TO PLANT NOW

Ward Avocados, Oranges, Lemons, Grapefruit, Tangerines, Loquots, Apricots, Peaches, Plums, Prunes, Apples, Nectarines, Crabapples, Quinces, Figs, Cherries, Persimmons, Pomegranates, Walnuts, and Almonds.
Berries, Grapes, Guavas, Asparagus, and Rhubarb.

Ward Nursery
Mt Trail & Laurel Aves
Phone Blue 29

VICTROLA
makes the dance "*go*"

More people dance to Victor Records than any other music in the world. That's because you can "*arrange*" your dance program in advance with a Victrola. Victor Records give you the greatest and latest dance music by the country's most famous dance orchestras. VICTROLA never fails you—never tires—encores, as many as you wish!

Woodson F. Jones
31 N. Baldwin—Main 182

Libby Y. C. Peaches, large can.... 27½c
Libby Fruit Salad, No. 2 can..... 30c
Oak Glen Pears, large can..... 35c
Highway Pears, large can..... 31c
Highway Peaches, large can..... 20c

SAFEWAY STORES INCORPORATED
CALIFORNIA'S LEADING GROCER

10c
23c
40c
33c
38c
MS
OR

No. 2½ Can..... 28c
LOGANBERRY Quart Jars..... 85c
Washboards Brass or Glass 55c

WHY MABLE A Wonderful Value
A TASTY CONFECTION..... 10c

Chaffees
WHERE CASH BEATS CREDIT

MEATS

Fresh Hamburg .. 15c
Pork Sausage..... 25c
Rib Boil..... 10c-12½c
Lean boiling Beef 12½c
Pot Roast 15c-17½c
Rump Roast.. 20c-25c
Rolled Rib Roast.. 25c
Lamb Stew..... 12½c
Shoulder Lamb.... 25c
Smoked Shoulder.. 23c
Pure Lard....2 lbs. 45c
Bacon in piece..... 25c

Vegetables

SPECIALS

Spinach..... 4 for 10c
New Spuds, lb..... 10c

RUSSET POTATOES
100 lbs..... $2.65
9 lbs. for..... 25c

EXTRA CHOICE EVAPORATED APRICOTS Per lb..... 25c

SIERRA MADRE NEWS

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M. D. Welsher

Groceries, Fresh Fr
and Vegetables

Fresh and Smoked M

Two Deliveries Daily

Grocery Phone Mark
Main 6 M

BARGAINS
ALL THE TIME

SERVICE WITH SCG COURTES

TO OUR CONSUMERS

GET the most for your money out of gas you use. Make your gas bills th bills.

We help you to do this when we aid in choosing the most economical gas ap ances and tell you how to avoid waste using them intelligently.

Waste of gas means big bills, complai investigation, re-checking, letter writ delayed payments and other expen Worst of all, it means dissatisfied cons ers.

Satisfied consumers are worth more to than any revenue derived from gas which wasted.

We want no money we do not earn.

Southern Counties Gas Compa

District Superintendent

Pola Negri is seen in a rôle of mighty power and intense love appeal in "East of Suez," produced by the famous director who made "The Thief of Bagdad"

(Left) Edmund Lowe, popular male star, is Miss Negri's leading man in "East of Suez"

"I love you—but I dare not marry you," falters 'Daisy's" American lover

"EAST OF SUEZ"

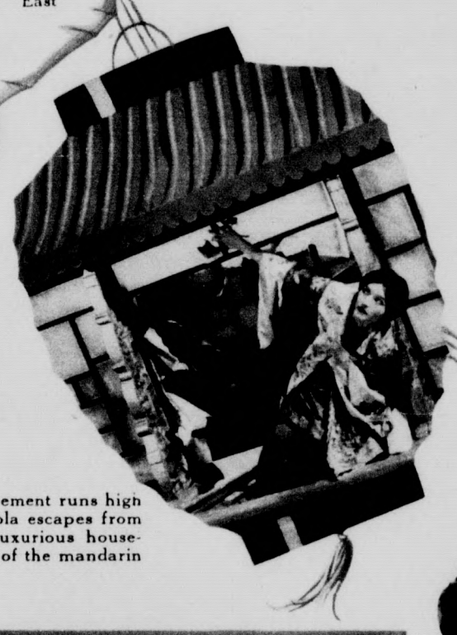
FOLLOWING her success in "Forbidden Paradise," Pola Negri will be seen in a great photoplay of similar entertainment qualities, "East of Suez." The story is adapted from the stage success of the same name by W. Somerset Maugham, author of "Rain," "The Moon and Sixpence," and other popular novels and plays. The picture has been gorgeously produced by Raoul Walsh, who recently directed Douglas Fairbanks' "The Thief of Bagdad."

Miss Negri has the rôle of a beautiful English girl. Her mother is dead. After completing her education in England, the girl is on her way back to Shanghai, where her wealthy father is living, when news comes to her on shipboard that he has died suddenly. Arriving in Shanghai, the English beauty falls victim to a rich Chinese mandarin's plot to ensnare her by seemingly proving to her that she is the daughter of a Chinese mother and an outcast. After many exciting adventures, including marriage to a man she hates, this fascinating heroine wins happiness.

Everybody will enjoy Pola Negri in "East of Suez."

(Right) "Don't touch her. She's my mother!" is "Daisy's" amazing confession

(Below) Pola was never so alluring as she is in "East of Suez" as the beautiful English heiress caught in the coils of the treacherous Orient



Excitement runs high as Pola escapes from the luxurious houseboat of the mandarin

(Below) A tense scene between Miss Negri and her screen husband, Rockcliffe Fellowes

"You lie!" cries "Daisy," told that she has Chinese blood in her proud veins

Pola plays many strong scenes with Noah Beery in this picture

RAYMOND THEAT

Raymond Avenue, two blocks North of Colora
Daily 2, 7 and 9. Saturday and Sunday, 2:00 Co
Last Times Friday
"Charley's Aunt"
Opening Saturday
Harold Bell Wright's
"The Re-Creation of Brian Ke
NEW PRICES: Any seat, any time, 50
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Charles Ray, in "PERCY"

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Preview Vaudeville Monday Night

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Sierra Madre
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22c24

"Ship me somewhere East of Suez where the best is like the worst, where there ar'n't no Ten Commandments and a man can raise a thirst," is Kipling's vivid description

(Left) Carried away down the Chinese river, prisoner of a wealthy Chinese mandarin

Sick at heart at the thought that she is a half-caste, a Eurasian, in the white colony in Shanghai—an outcast

Noah Beery has one of the best rôles his talent has ever glorified

(Left) "Daisy's" American sweetheart (Edmund Lowe) braves death and disgrace to tell her he loves her

Adolph Zukor and Jesse L. Lasky
present
POLA NEGRI
in
"EAST OF SUEZ"
A Raoul Walsh Production
From the novel by W. Somerset Maugham
Adapted by Sada Cowan
A Paramount Picture

THE CAST

Daisy Forbes.....Pola Negri
George Conway.....Edmund Lowe
Harry Anderson.....Rockcliffe Fellowes
British Consul.....Noah Beery
Lee Tai.....Sojim Kamiyama
Amah.....Mrs. Wong Wing
Sidney Forbes.....E. H. Calvert

Pola was never so beautiful as in this highly dramatic story of East and West

"I married him to save myself. I still love you," "Daisy" confesses

Never has Miss Negri done such marvelous emotional acting as in "East of Suez"

"Good-by!" cries "Daisy" to her beloved England—and heads into intrigue, disaster, and, finally, happiness

FRUIT TREES TO PLANT NOW

Ward Avocados, Oranges, Lemons, Grapefruit, Tangerines, Loquots, Apricots, Peaches, Plums, Prunes, Apples, Nectarines, Crabapples, Quinces, Figs, Cherries, Persimmons, Pomegranates, Walnuts, and Almonds.
Berries, Grapes, Guavas, Asparagus, and Rhubarb.

Ward Nursery
Mt Trail & Laurel Aves
Phone Blue 29

VICTROLA
makes the dance "*go*"

More people dance to Victor Records than any other music in the world. That's because you can "*arrange*" your dance program in advance with a Victrola. Victor Records give you the greatest and latest dance music by the country's most famous dance orchestras. VICTROLA never fails you—never tires—encores, as many as you wish!

Woodson F. Jones
31 N. Baldwin—Main 182

er 10c
. 23c
R
I
40c
33c
. 38c
AMS
Y OR
RY
Jars 85c
Can 25

Libby Fruit Salad, No. 2 can 30c
Highway Peaches, large can 20c

Washboards Brass or Glass 55c

MEATS

Fresh Hamburg .. 15c
Pork Sausage..... 25c
Rib Boil..... 10c-12½c
Lean boiling Beef 12½c
Pot Roast....15c-17½c
Rump Roast.. 20c-25c
Rolled Rib Roast.. 25c
Lamb Stew..... 12½c
Shoulder Lamb.... 25c
Smoked Shoulder.. 23c
Pure Lard....2 lbs. 45c
Bacon in piece..... 25c

Vegetables

SPECIALS

Spinach..... 4 for 10c
New Spuds, lb..... 10c
RUSSET POTATOES
100 lbs..... $2.65
9 lbs. for..... 25c

SAFEWAY STORES INCORPORATED
CALIFORNIA'S LEADING GROCER

WHY MABLE A Wonderful Value
A TASTY CONFECTION 10c

Chaffees
WHERE CASH BEATS CREDIT

EXTRA CHOICE EVAPORATED APRICOTS Per lb. 25c

SIERRA MADRE NEWS

Published by
THE SIERRA MADRE PRESS, Incorporated
Telephone Black 42
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif., under the act of March 3, 1879

M. D. Welsher

Groceries, Fr

and Vege

Fresh and Sm

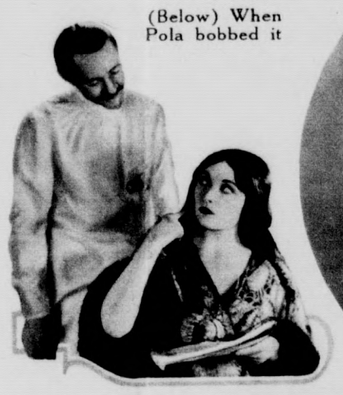
Two Deliveri

Grocery Phone

Main 6

BARGAINS
ALL THE TIME

"A perfect skin is the secret of beauty," reveals Pola



(Below) When Pola bobbed it

(Left) Miss Negri frequently dresses dolls for the kiddies

(Right) There isn't a more ardent radio fan living than the star of "East of Suez"

"Say it with flowers—or a ukulele," suggests Miss Negri

SERVICE WITH SCG

TO OUR CONS

GET the most for your m gas you use. Make you bills.

We help you to do this w in choosing the most econo ances and tell you how to using them intelligently.

Waste of gas means big b investigation, re-checking, delayed payments and c Worst of all, it means diss ers.

Satisfied consumers are w than any revenue derived fro wasted.

We want no money we do

Southern Counties G

District Superinte

RAYMOND TI

Raymond Avenue, two blocks N
Daily 2, 7 and 9. Saturday and Sun
Last Times Frid
"Charley's Au
Opening Saturda
Harold Bell Wri
"The Re-Creation of B
NEW PRICES: Any seat,
Except Loges, Evenin

STRAND TH

Colorado Street at E
Daily—1, 3, 5, 7 an
Last Times Satur
"Salome of the Ter
Starting Sunday
Charles Ray, in "

FLORENCE T

Colorado Street at H
Daily 2, 7 and 9. Sat., Sun. and Holi
Last times Satur
"On Thin Ic
Starting Sunday
"Sackcloth and S

PASADENA T

Colorado Street at DeLacey

Friday, Saturday and Sunday
VAUDEVILLE
AND FEATURE PICTURES

Preview Vaudeville Monday Night

SIERRA MADRE DIRECTORY

SIERRA MADRE TAILORS
CUSTOM TAILORING—DRY CLEANING
Remodeling a Specialty
Work Called for and Delivered
Phone Blue 194
W. E. CRAIG, Prop. 14 W. Central

PETTITT'S NEWS STAND
Candies Ice Cream Tobacco

WOODSON F. JONES
Kodaks, Victrolas, Stationery
31 N. Baldwin Ave. Main 182

L. C. TUCKER, Jeweler
Diamonds, Jewelry and Expert Repairing
18 W. Central

O. A. BERGIEN
Awnings, Window Shades, Curtain Rods
41 North Baldwin Blue 75

GITMAN'S TAXI SERVICE
Reasonable Rates Anywhere
Phones: Blue 184; Red 192

NEWS WANTADS—
provide a wonderful marketplace for everything. They bring results.
Try them.
Phone Black 42
Sierra Madre News

FAIRVIEW RABBITRY
Rabbits for Meat, Fur and Breeders
Phone Red 217—391 Grove St., N. of Grandview

SIERRA MADRE ICE COMPANY
97 East Montecito
Main 50

Wistaria Theater
Phone Green 36
PROGRAM
March 21 to 28

Friday and Saturday, March 20-21
ZANE GREY'S
"Wanderer of the Wasteland"
Matinee Saturday, 2:30

Sunday, Monday, Tuesday, March 22-23-24
"The Great Divide"
From the famous stage success of the same name
Alice Terry, Wallace Beery, Zazu Pitts, Conway Tearle
Comedy—BLACK AND BLUE

Wednesday and Thursday, March 25-26
"East of Suez"
Pola Negri, Rockliffe Fellowes, Noah Beery, Edmund Lowe
Comedy—RUNNING WILD

Friday and Saturday, March 27-28
"The Wizard of Oz"
The laugh of the year, featuring Larry Semon
Comedy—CALL THE WAGON

H. G. Seifert at the Organ

First show 7 p. m.—second 8:45
Matinee Every Saturday, 2:30

OLSEN'S SHOE STORE
Good Shoes and Shoe Repairing
34 N. Baldwin Ave. Green 38

SIERRA MADRE HARDWARE CO.
Hardware, Plumbing and Paints
31-35 West Central Main 98

NORM'S GARAGE
22 East Montecito Black 164
Residence Blue 210

Sierra Madre Paint and Paper Store
Glass, Oils, Wallpaper, Picture Frames
41 North Baldwin Blue 75

DRAMAN'S SHOE SHOP
Shoe Repairing and Men's and Children's Shoes
22 North Baldwin

ELKIN FEED AND FUEL
Garden Seed, Fertilizer and Transferring
Phone Black 22 43 North Baldwin

For space in this Business Directory see Advertising Manager SIERRA MADRE NEWS

NEWS WANTADS—
10c per line for one insertion.
Three insertions for the price of two if ordered in advance.
Phone Black 42
Sierra Madre News

S. R. G. TWYCROSS
Taxi Service—Real Estate—Notary—Insurance
Green 85 Black 11

SIERRA MADRE FEED AND FUEL
97 East Montecito Main 50
Transfer, Moving and Storage

Made in U. S. A.

fair cost, of securing concession holders to whom are rented out the parts of markets.

Under the five men we have just written about are twelve district managers whose duty it is to call regularly upon the Safeway stores, which are located in all parts of Southern California. These men have complete charge of from 20 to 30 markets which they visit from two to three times every week. Under these men are the managers and clerks of the different stores and to them are carried the messages and policies of the officers of the company by the district managers.

Starting Saturday
Raymond—"The e-Creation of Brian Kent."
Starting Sunday
Strand—Charles Ray, in "Percy."
Florence—"Sackcloth and Scarlet."
Starting Monday
Pasadena—"The Man Without a Conscience."
Ending Saturday
Strand—"Salome of the Tenements."
Florence—"On Thin Ice."
Ending Sunday
Pasadena—Vaudeville and "In Love With Love."

A CHRISTIE COMEDY.

Thursday, Friday and Saturday, March 26, 27, 28—

We know you have been waiting for this one, folks—it is the funniest comedy ever shown on the screen. She's here! Who?

"CHARLEY'S AUNT"

Featuring SID CHAPLIN.

The Lightweight Boxing Champion of the World in a great feature fight story, Benny Leonard, in "BREAKING IN."

Allen T. Gay has returned to his home from the Pasadena hospital, where he underwent an operation in hope of obtaining some relief.

J. C. Stecker and Jack Buchan are starting a musical organization for the Masonic lodge. Members of the order who play or sing are asked to get in touch with either of the men at once.

The cottage owned by J. M. Marlow in Sierra Madre Canyon has been sold to Mr. and Mrs. Sumner E. Price of Long Beach. The deal was closed by Miss Laura Cadmus.

Ole Hanson, Jr., returned to his home Friday, after spending several weeks in Los Angeles due to complications which set in after he underwent a slight operation on the nose.

George Norris was chairman of the Tuesday luncheon of the chamber of commerce. And with the assistance of Water Superintendent Tom Henderson took the crowd on a tour of the water department's developments.

The Modern Priscillas met Wednesday afternoon at the home of Mrs. W. J. Miller, 67 West Highland Ave.

HAROLD F. ROBERTS OFFERS

SATURDAY SPECIALS at the SAFEWAY VEGETABLE MARKET

7 lbs. Burbank Potatoes 25c Bananas 10c lb.

Buy your Groceries from the 270 SAFEWAY STORES INCORPORATED

CALIFORNIA'S LEADING GROCER

formerly SAM SEELIG Co.

OFFICERS
W. R. H. Weldon
Edward Dale
Edward M. Selby
W. E. Dent
A. I. Stewart

Start today, use the safe way in living, in working, in eating, in traveling, in banking, in spending. The right way is the safe way.

Above All Start Marketing The SAFEWAY

Since the beginning of time you have been looking for the SAFEWAY Now There Is a SAFEWAY Being Kept Safe for You

On Every Southern California Highway There is a SAFEWAY

A SAFEWAY Special
Oak Glen Apricots
No. 2 Cans, 13c
1 Dozen, $1.55
Buy a Dozen. The lowest priced quality fruit on the market

A SAFEWAY Special
LIBBY
Pork and Beans
Full 18 Ounces Net Weight
Buy a Case
Per Dozen 98c
Regular Price $1.15

A SAFEWAY Special
Finest Quality Hawaiian Sliced Pineapple
2 No. 1 Cans Regular 17½c Each 27c
Large Cans $3.00 Per Dozen 25c

A SAFEWAY Assortment
15 Bars P. & G. Soap
1 Large Pkg. Chipso
1 10-qt galv. Pail, all for 91
Regular Price $1.28

Golden Bantam Corn
That sweet, tender golden corn in the No. 2 cans
Special SAFEWAY
Price 2 for 35c

S. S. Special Flour
"Milled" the SAFEWAY
Sold this week at a Special SAFEWAY
Price 24½ lb. Bag $1.28

Buy a Case
A SAFEWAY Special
Meadow Lark Peas, Small, Sweet, Tender, per can 15c
$1.80 per Dozen

Asparagus or Tips, 3 cans $1
All Brands in Stock
Ask for the Circle X Tips if you want something especially good

Apricots Evaporated
Extra Choice, lb. 27½c
Extra Fancy Moorpark, lb. 36c
Fancy Moorpark, lb. 32c

Prunes Santa Claras
Standard, 3 lbs. 28c
Choice, 3 lbs. 48c
Extra Fancy, per lb. 30c

Peaches, Fancy Peeled, Pound 22½c

Figs, Fancy Black, 2 lbs. 35c

Libby Tomato Sauce
12 Cans 60c
Libby Y. C. Peaches, large can 27½c
Libby Fruit Salad, No. 2 can 30c

Oak Glen Pears, large can 35c
Highway Pears, large can 31c
Highway Peaches, large can 20c

SAFEWAY STORES INCORPORATED
CALIFORNIA'S LEADING GROCER

Local Interest

Water Superintendent Tom Henderson reports that the water pumps will not be working on next Monday, due to some changes which are to be made in the electrical system, but it will not be necessary to shut off the water of the patrons of the system will not use any unnecessary water. No irrigating or lawn sprinkling should be done on that day and the use of water should be curtailed in every place possible so that the water reserve will not be entirely depleted.

A crowd of eight High School girls occupied the Polly's Whim cottage in the Canyon over the week end.

Mrs. Stella Dennison, who has been ill for the last two weeks with influenza, is recovering nicely.

Stanley Pasco is reported to be improving after being confined to his home for some time by illness.

Mr. and Mrs. Harry Buckingham spent Sunday in Santa Monica visiting friends.

Miss Laura E. Cadmus sang a solo at the John E. Brown meetings in Monrovia Monday night.

Hammond Green, son of Mr. and Mrs. Elmer Green, who has been seriously ill for the last two weeks, is reported to be improving.

John Protz, who has been working as chef at the Busy Bee cafe, has discontinued his work there and taken a position in a Los Angeles hotel.

Mrs. Woodson F. Jones went to Long Beach Wednesday to spend the day visiting with friends.

Mrs. W. C. Smith, who formerly lived in Sierra Madre but now resides in Hollywood, was the guest of Dr. and Mrs. E. L. Jackson, Wednesday.

Dennis H. Stovall gave an address at the Congregational church on Sunday night on the subject of "Sheiks and Flappers." The meeting was well attended and Mr. Stovall's talk brought forth the usual favorable comment.

The Congregational League of League of Youth will entertain the mothers and fathers of the members at a dinner party tonight. The dinner and program are both the work of the young people.

Officers of the eighty-fourth Masonic district will meet in Sierra Madre Friday evening for their regular monthly dinner. The dinner will be held at the Wistaria Tea room. Nick Harris, well known detective, will be the speaker of the evening.

Mrs. N. W. Tarr went to Phoenix, Arizona, the last of the week to join her husband, who has been making a tour of New Mexico, Oklahoma and Texas oil fields. Mr. and Mrs. Tarr are expected to return home today.

Mr. and Mrs. J. Allison Phelps spent Sunday in Sierra Madre the guests of Mr. and Mrs. Horace O. Smith, 205 West Live Oak. Mr. Phelps is the Radio Philosopher of KHJ.

Dr. Edward A. Fraiberg opened his optical department in the Fraiberg Jewelry store Tuesday and reports that the prospects for his business are excellent. He will be in Sierra Madre on Tuesdays and Fridays and will maintain his office in Los Angeles where he can be found on the other days of the week.

Dr. Alexander Bayne has several hundred chrysanthemum plants ready for transplanting which he says he must get out of his way at once. He will give them without charge to anyone calling at his home, 110 East Mira Monte.

Robert Mitchell attended a meeting of the directors of the associated chambers of commerce in Los Angeles Wednesday. The meeting and luncheon was held at the chamber of commerce building and the principal subject discussed was the Southern Branch of the University of California.

Both Troops To Meet in Park House

A combined council session of Troops One and Two of Sierra Madre, Boy Scouts, was held at the Park house last Friday evening, and proved one of the most interesting and worth while meetings held by the boys for some time. Over 30 scouts were present from the combined troops, not including the leaders. Dennis Stovall, scoutmaster for troop one, led the council, being assisted by Scoutmaster Arthur Evans of troop two, and assistant scoutmasters John Snyder and Lester Fennel of troop two. Patrol Leaders Dick Barbour and Carl Knowles also were present to aid.

The evening was just "snappy" enough to make the big fire in the fireplace cheerful. Songs were sung, yells given and the regular routine of troop session followed. A "harmonica duet" was rendered by Dick Barbour and Howard Bandy, who have become troop one's chief minstrels.

Commissioner Robert Mitchell was present and gave an inspiring talk to the scouts on merit badge work and test advancement. He urged all troop members to put forth extra efforts during the coming months with hope that one or more scouts from the local troops will reach the rank of Eagle. Already a number have received Life and Star badges, and several are within a few tests of winning the highest honor.

A special feature of the evening was the talk and demonstration given by G. I. Farman on radio. "Jim" as he is popularly and favorably known by all the boys of Sierra Madre, brought two of his best instruments of present-day radio—a superheterodyne and a "Grebe," and in an interesting as well as instructive address, explained the difference between the two, one being for tone and the other for distance. He told how the heterodyne was invented and gave a resume of radio advancement during recent months and years. His talk was of such a nature as to arouse an even greater interest among the scouts in this wonder of the present age. Ray Grant, another radio enthusiast and friend of the boys, was a visitor at this session.

In the future troop two will meet at the Park house on Saturday evenings instead of at the old bungalow barracks on the school grounds. Troop one will meet on Friday evenings as usual, at the Park house. About once a month, combined councils will be held. Plans are now being formed by the leaders for a three-day troop camp on Lyttle creek, in the San Bernardino mountains. This will occur in June.

NOTICE OF ELECTION FOR TRUSTEE OF ELEMENTARY SCHOOLS

Notice is hereby given to the Electors of Sierra Madre City School District, County of Los Angeles, State of California, that the Annual Meeting for the election of School Trustee will be held on MARCH 27, 1925 (last Friday), at the Public Schoolhouse in said district.

There will be one Trustee to elect for three years.

The polls will be open at 9 o'clock A. M., and kept open until 7 o'clock P. M.

The officers appointed to conduct the election are::

Mildred E. Taylor, Inspector
Ethel H. Hawks, Judge
Anna B. Brandt, Judge.

RICHARD S. JENSEN
MRS. FLETCHER H. WHITE
J. O. SMITH
School Trustees Sierra Madre City School District.

Dated Feb. 23, 1925. 22c24

FRUIT TREES TO PLANT NOW

Ward Avocados, Oranges, Lemons, Grapefruit, Tangerines, Loquots, Apricots, Peaches, Plums, Prunes, Apples, Nectarines, Crabapples, Quinces, Figs, Cherries, Persimmons, Pomegranates, Walnuts, and Almonds.
Berries, Grapes, Guavas, Asparagus, and Rhubarb.

Ward Nursery
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Phone Blue 29.

VICTROLA makes the dance "go"

More people dance to Victor Records than any other music in the world. That's because you can "arrange" your dance program in advance with a Victrola. Victor Records give you the greatest and latest dance music by the country's most famous dance orchestras. VICTROLA never fails you—never tires—encores, as many as you wish!

Woodson F. Jones
31 N. Baldwin—Main 182

Chaffees WHERE CASH BEATS CREDIT

CLOROX Bottle ..... 16c | CHASO The New Cleanser 10c

Ivory Soap Flakes 3 pkg. 23c

WRIGHT'S SILVER CREAM 8-ounce Jar ..... 20c | O-CEDAR POLISH 12-ounce Bottle 40c

Argo Gloss Starch, 3 lb. 33c

Pronto Drain Cleaner lg. 38c

Gold Brer Rabbit MOLASSES No. 2½ Can ..... 28c | S. & W. JAMS BLACKBERRY OR LOGANBERRY Quart Jars 85c

Washboards Brass or Glass 55c

WHY MABLE A Wonderful Value
A TASTY CONFECTION 10c

Chaffees WHERE CASH BEATS CREDIT

MEATS

Fresh Hamburg .. 15c
Pork Sausage 25c
Rib Boil 10c-12½c
Lean boiling Beef 12½c
Pot Roast 15c-17½c
Rump Roast .. 20c-25c
Rolled Rib Roast .. 25c
Lamb Stew 12½c
Shoulder Lamb 25c
Smoked Shoulder .. 23c
Pure Lard .... 2 lbs. 45c
Bacon in piece 25c

Vegetables

SPECIALS

Spinach ..... 4 for 10c
New Spuds, lb. 10c

RUSSET POTATOES
100 lbs. $2.65
9 lbs. for 25c

EXTRA CHOICE EVAPORATED APRICOTS Per lb. 25c

State Picnics

Missouri—All Missourians are invited to meet for the great annual picnic reunion, all day March 22, in Sycomore Grove Park, Los Angeles. Come as early as you can and spend the day with friends.

Nebraska—All who have ever lived in Nebraska are called to meet under the auspices of the Nebraska Association of Southern California for the great picnic reunion, all day, Saturday, March 28, in Sycamore Grove Park, Los Angeles.

Your *Pacific Electric* Agent

is also agent for the Southern Pacific Lines.

—he can arrange every detail of a local or transcontinental journey, secure your Pullman accommodations, check your baggage from here to destination, and otherwise help you in your transportation problems.

—why not do your business here in Sierra Madre?

GEO. E. MESECAR
Agent

Southern Pacific

Solution of Puzzle No. 29.

C	A	P	I	T	U	L	A	T	E	S
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E	N	V	I	R	O	N	M	E	N	T

Central Ave. Extended by New Paving

Sierra Madre will soon be connected with the outside world by another road which is now nearly completely paved from the foothill boulevard to Grand View. The road referred to is not exactly a new road but its improvement will make its use practical, whereas, it has been nearly impassable for the last several years. It is the road commonly known as the Double Drive, which is loated within the city limits of Arcadia and is the eastern terminal of Grand View and Central avenues.

The west side of the double drive is now completely surfaced with rock macadam and work is under way on the east side. This new project is being done under the reent bond issue passed by the city of Arcadia and provides an improved road from the car line and business district to the foot of the new trail leading to the proposed dam in the Big Santa Anita canyon.

It is believed by Arcadia city officials that the building of the dam will bring a large amount of traffic which will be followed by a large number of pleasure seekers after the dam is completed and that city wishes to get its share of the business which is the result of the increase in traffic. The foot of the new trail is seven-tenths of a mile farther from the nearest point on the Arcadia car line than from the end of the Sierra Madre line. This advantage the neighboring town endeavors to offset by better roads. Sierra Madre in the meantime will reap a great deal of benefit in having a well improved outlet at the end of Central and Grand View which will in fact extend the dead ends of these streets to a more distant destination. It is also pointed out that this extension makes the road across the Hastings ranch doubly needed.

WILL COMPLETE BIG RESERVOIR IN NEAR FUTURE

The new half-million gallon reservoir at the north end of Auburn avenue will soon be completed, according to Contractor Harvey Steinberger. The concrete work has all been done and the forms will soon be removed from the pillars which are to support the roof of the big tank. The roof will then go on and nothing will remain to be done but to make the necessary connections and put the water into it.

The Auburn street reservoir is the highest pressure tank in the city and will give adequate pressure to every building lot in the city. The work of the new reservoir is peculiar in that it is to be used largely to serve the other reservoirs. Due to the topography of the city it will do service in all directions. In the instance of supplying water to Marlborough Terrace, water will be pumped past one reservoir to Auburn street and almose retraces its course back to within a short distance of the source but at much higher level.

The excavating for the Mira Monte reservoir is nearly completed and work of constructing the addition will be started as soon as water is turned into the new system. When completed this unit will have a capacity of 1,500,000 gallons and will be the largest in the city. The addition will be made and the center torn out, after which there will be an entire new inner wall and floor built throughout, which will make the tank water proof.

Water Superintendent Tom Henderson is completing a trunk line this week from the tunnels to the Grove street reservoir, which will allow the city to use the full output of the tunnels. Much of the water could not previously be recovered due to insufficient pipe lines, but this summer all of this trouble will be eliminated. Mr. Henderson says that the water system, when completed, will care for a population of 25,000 in the driest years.

William Cover of Long Beach spent Sunday in Sierra Madre, the guest of Bob and Raymond Tarr.

T. M. Webster is able to be at his work again after an illness which lasted for several weeks.

Police Officer Adam Mueller took into custody R. C. McSpadden of Hollywood, on Sunday night, on a charge of being intoxicated. McSpadden was fined $50.00 in Judge C. W. Forman's court Monday morning.

Mr. and Mrs. C. A. Greese were the surprised hosts Thursday night at a little gathering of friends who came to spend the evening in their pretty bungalow home on East Montecito. They brought their refreshments with them.

VOTE FOR

William J. Colligan

Attended New York University

Served on Important Committees

Disabled Veterans of the World War

Post No. 1, Los Angeles

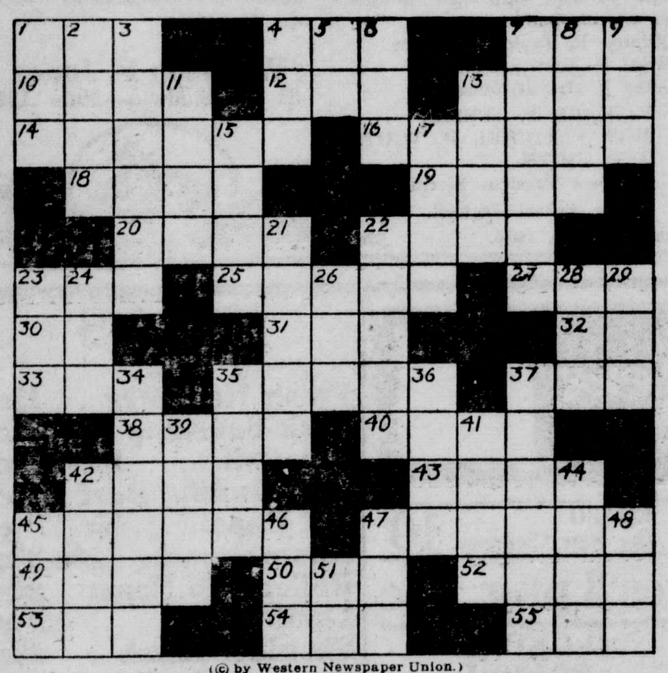
Candidate for Trustee

Sierra Madre School District

ELECTION MARCH 27

Try Our Wantads for Results

CROSS-WORD PUZZLE No. 30



(© by Western Newspaper Union.)

Horizontal.

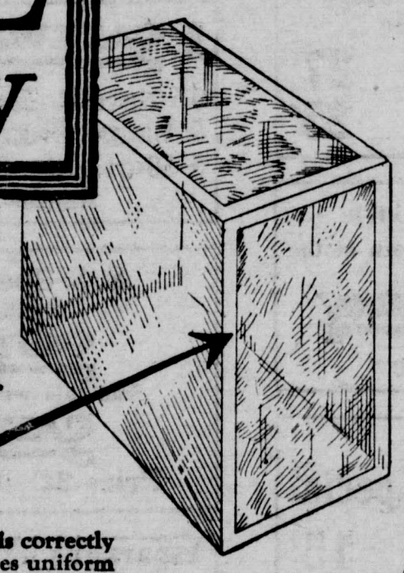
1—Kind of leather
4—Beverage
7—Girl's name
10—By word of mouth
12—Hastened
13—Realized
14—Pertaining to a biblical mountain
16—Foolish talk
18—Move or run swiftly
19—Short news article
20—Famous garden
22—Equal
23—Black viscous substance
25—Utensil with means for separating coarse from fine particles
27—Children's game
30—Part of verb "to be"
31—Beverage
32—Proceed
33—Fashionable watering place
35—Pinochle term (pl.)
37—Wager
38—Litter on which corpse is borne to grave
40—Simple
43—Need
45—Policemen
46—Wicker container
47—Head or brain (plural)
49—Poems
50—Alone
52—State in Indo-China
53—Marry
54—Vessel
55—European fir tree

Vertical.

1—Indian measure of distance
2—Part of the eye
3—One who capers
4—Part of a circle
5—Note of musical scale
6—Finish
7—Conceive
8—Consider
9—Carpenter's tool
11—Praise
13—Boy's plaything
15—In old Roman calendar the 15th day of certain months
17—Rend asunder
21—Saltpeter
22—Side step
23—It is (poetic)
24—Egyptian snake
26—Snakelike fish
28—Period of time
29—Obtained
34—Lowered, degraded
35—Allot
36—Bag
37—Action aside or apart
39—Colored fluids
41—Spirit
42—Walk in water
44—Fruit of the blackthorn
45—Curtsey
46—Cover
47—Fix
48—Point of compass
51—Negative

Solution will appear in next issue.

Start taking Scored ICE today



The Border insures uniform *Full Weight*

SCORED ice is *Factory Cut*. Each large block is correctly divided by the scoring machine that measures uniform 25; 50; 75 or 100 pound cuts to properly fit most every standard size ice box. The weight is always accurate—sizes never vary—always uniform. Customers welcome *Scored Ice* because they know exactly how much ice is delivered and doubts of correct weight are eliminated. Hours of time for the ice man are saved—service is speeded up and hundreds of pounds of broken, wasted ice also saved. *Scored Ice* is one of the big reasons for the new REDUCED PRICE....

60¢ per 100 lbs.

25 lbs. 15c 50 lbs. 30c 75 lbs. 45c

NO ONE can afford to be without ice—it is a real food saving necessity now at a trifling cost. If you are not a regular customer START TODAY. Hang out your card—telephone—or hail the ice man from this company who passes your door every day.

Scored ICE

MONROVIA ICE COMPANY
Telephone Main 190
Sierra Madre

SPECIAL OFFER
for one week only—new
Mantel Clocks
Mahogany, Tambour Shape
Striking hour and half-hour
with beautiful tone
Only $12.00
Fraiberg Co.
Jewelers
DR. EDWARD A. FRAIBERG
Optometrist
Here Tues. and Friday afternoons and by appointment

"Wear-Ever"
Aluminum Baking Pan

WEAR-EVER ALUMINUM TRADE MARK MADE IN U.S.A.
Fine for baking, deep fat frying, cooking meats and many other uses
Special price from March 26th to April 4th **98c** *Regular price $1.95*
Get yours TODAY
SIERRA MADRE HARDWARE CO. Main 98

Dam Rumors Misleading Says Reagan

Monrovia Messenger: Despite all rumors to the contrary, the flood control dams will be constructed as announced by Los Angeles county officials at the time bonds were voted for this improvement work, according to Engineer James W. Reagan, of the Flood Control department. No change could be made, he explains, without again voting on the question.

In order to learn from headquarters if there was any truth in the persistent reports that flood control plans had been changed and the great San Gabriel dam might not be constructed, a Monrovia business man went to Los Angeles Wednesday and ascertained from Engineer Reagan that these reports were entirely unfounded.

The reason construction work has not been started on the San Gabriel and Sawpit dams nor bids asked for these jobs is that sufficient tests have not yet been made of the rock foundations at the proposed dam sites. More than a hundred borings have been made at the former site and 40 remain to be made.

The new constant-angle dam invented by Lars Jorgenson and mentioned in a recent issue of the Messenger, is to be tested by Los Angeles county, the Southern California Edison company and others interested. A test dam is to be constructed in the mountains near Fresno at a cost of $60,000.

Be Direct

He that uses many words for the explaining of any subject does, like the cuttlefish, hide himself for the most part in his own ink.—Exchange.

SAVE DOLLARS
on new clothes by spending CENTS to have Kaptain Klean keep your clothes pressed and in good repair.
SIERRA MADRE TAILORS
W. E. CRAIG
Blue 194 14 W. Central

ORDINANCE NO. 291

AN ORDINANCE ABANDONING PROCEEDINGS FOR THE LAYING OUT, OPENING AND EXTENDING OF MONTECITO AVENUE, BETWEEN THE WESTERLY LINE OF LIMA STREET AND THE EASTERLY LINE OF SUNNYSIDE AVENUE IN THE CITY OF SIERRA MADRE, CALIFORNIA, AND REPEALING ORDINANCE NO. 289, OF SAID CITY.

The Board of Trustees of the City of Sierra Madre, do ordain as follows:

SECTION 1. That Ordinance No. 289 of the City of Sierra Madre entitled, "AN ORDINANCE DECLARING THE INTENTION OF THE BOARD OF TRUSTEES OF THE CITY OF SIERRA MADRE, CALIFORNIA, TO ORDER THE LAYING OUT, OPENING AND EXTENDING OF MONTECITO AVENUE BETWEEN THE WESTERLY LINE OF LIMA STREET AND THE EASTERLY LINE OF SUNNYSIDE AVENUE IN THE CITY OF SIERRA MADRE," adopted January 8, 1925, be and the same is hereby repealed.

SECTION 2. That all proceedings for the laying out, opening and extending of Montecito Avenue, between the Westerly line of Lima Street and the Easterly line of Sunnyside Avenue in the City of Sierra Madre, California, as contemplated by Ordinance No. 289, adopted January 8, 1925, be and the same are hereby abandoned.

SECTION 3. The City Clerk shall certify to the passage of this Ordinance and shall cause the same to be published once in the Sierra Madre News, a weekly newspaper of general circulation, published and circulated in said City of Sierra Madre, and thereupon and thereafter the same shall be in full force and effect.

Adopted and approved this 18th day of March, 1925.

(SEAL)

J. D. SPARKS,
President of the Board of Trustees of the City of Sierra Madre.

Attest:
L. DIETZ,
City Clerk of the City of Sierra Madre.

State of California,
City of Sierra Madre, ss.

I, L. Dietz, City Clerk of the City of Sierra Madre, do hereby certify that the foregoing Ordinance was duly adopted by the Board of Trustees of the City of Sierra Madre, State of California, and signed by the President of said Board of Trustees at a regular meeting thereof held on the 18th day of March, 1925, and that the same was adopted by the following vote, to-wit:

AYES: Trustees: Bacon, Porter, Topping and Sparks.
NOES: None.
ABSENT: Trustee: Tarr.

(SEAL)

L. DIETZ,
City Clerk of the City of Sierra Madre.

(25:)

NOTICE TO CONTRACTORS

Public notice is hereby given that sealed bids will be received by the City of Sierra Madre, California, until 7:30 P. M., Thursday, April 9th, 1925, for furnishing labor and constructing approximately 3400 lineal feet of Four (4) inch and 50 feet Six (6) inch Pipe Lines and appurtenances, including trenching, on Baldwin Avenue, Mira Monte Avenue, Olive Avenue, Auburn Avenue and Carter Avenue, in said City of Sierra Madre, according to plans and specifications adopted by the Board of Trustees of said City, and on file in the office of the City Engineer of said City, which said plans and specifications are hereby referred to and made a part of this Notice. Copies of said plans and specifications may be obtained at the office of the City Clerk of said City.

All bids must be made on forms which will be furnished by the City Clerk.

A certified or cashier's check on some bank in the County of Los Angeles, payable to the order of the President of the Board of Trustees of the City of Sierra Madre, for a sum equal to five (5%) per cent of the amount of the bid, or a bond for said amount and so payable, signed by the bidder and two sureties, who shall qualify before any officer competent to administer an oath, in double the said amount and over and above all statutory exemptions, must accompany each bid as a guarantee that the bidder will enter into a contract, if awarded to him, in conformity with his bid.

The successful bidder will be required to give bonds in the amount equal to twenty-five (25%) per cent of the contract price for the faithful performance of his contract, and in the amount equal to fifty (50%) per cent of the contract price as a statutory bond for the payment of labor and materials as provided in said specifications.

The Board of Trustees reserves the right to reject any and all bids hereunder.

By order of the Board of Trustees of the City of Sierra Madre, California.

L. DIETZ,
City Clerk of the City of Sierra Madre.

Sierra Madre, Cal., March 19th, 1925. 25:26

Paper Consumption

The per capita consumption of paper in the United States is double that of any other country.

Ford
If you are interested in an easy way to own a Ford now—or at some future date—see the nearest Authorized Ford Dealer for facts regarding a convenient plan of payment, or write us direct.
Ford Motor Company
Detroit

Ford Mo[illegible] Fo[illegible] Company, Dept. N.
[illegible] Detroit, Michigan
Please mail [illegible] shr[illegible]rticulars regarding your easy plan for ow[illegible] terms; [illegible]mobile.
Name [illegible]
Stre[illegible]
T[illegible]
[illegible]
[illegible]ALE—One [illegible]
[illegible]rred Rock roo[illegible]
[illegible]hland Ave.
[illegible]ALE—Brahma [illegible]
[illegible] hens; 109 Auburn
[illegible]UGH THIS PLAN

Professional Directory

W. D. TILLER
Dentist
Hours 8:30-12; 1:30-5
Office closed on Fridays
Main 186 71 N. Baldwin

LLOYD L. KREBS, M. D.
Sierra Madre Office, 90 E. Central
11 to 1:00 Phone Main 60
Phone Colo. 630
Pasadena Office, 461 E. Colorado

F. P. MILLER, M. D.
Practice limited to diseases of the Lungs and Throat
Appointments made at any time.
Call Main 216

E. L. JACKSON, M. D.
Office and residence 55 N. Auburn Ave.; phone Main 181.
Hours 10 to 12 and by appointment

GILBERT S. BOVARD, M. D.
Hours 10-12-30
Office 8 N. Baldwin phone Main 160
Residence 159 W. Montecito Ave.
Phone Black 47
Secretary's residence phone Blue 26

GEO. W. GROTH, D. O., M. D.
Also MARY GROTH, D. O.
Office: Sierra Madre Hospital
122 N. Baldwin Ave.
Calls answered day or night
Phones: Blue 144; (res.) Blue 73

MAY CULBERTSON LAIDLAW
Osteopathic Physician
Hours by appointment
Office and Res., 83 N. Sunnyside
Phone Green 43

Saint-Cyr Sanitarium
Treatment consists of the Fast Cure and Milk Diet
No tubercular cases received
140 S. Hermosa; phone Green 166

John H. Osgood
Building Contractor—Real Estate Broker—Building Loans
Red 104 617½ W. Montecito

NEWS WANTADS PAY

GIERLICH BROS.
Civil Engineers
LICENSED SURVEYORS
Design and Supervision, Estimates, Plans and Maps
Phones: Sierra Madre Black 100; Monrovia Green 217; Branch office Room 1, Adams Block, Sierra Madre.

TRANSFERRING
AND MOVING
Correct prices guaranteed
Elkin Feed and Fuel
Phone Black 22——43 N. Baldwin

OSCAR RASBACH
Piano Pupils Accepted
Leschetizky Method
MONDAY AND THURSDAY
Phone Green 168
Res. 363 Sycamore Place

M. A. DeTEMPLE
PLUMBING
Red 163 265 Mariposa

Robert M. Finlayson
Architect
Green 24 31 Suffolk

Guaranteed Septic Tanks
Last Forever
D. & J. BUCHAN
Exclusive Agents for
"Hygi-Sept" Septic Tanks
Green 24 31 Suffolk
Blue 207—130 East Montecito

JESSIE WARD
LANDSCAPE GARDENER
Plans Furnished—Work Superintended or taken by contract
Call Ward Nursery, Mt. Trail and Laurel; Phone Blue 29

LIFE INSURANCE
EDNA STAPLES YERXA
Pacific Mutual—"It pays 5 ways"
Aetna: Fire, Theft, Casualty, Life

NEWS WANTADS PAY

Studio 2117-7th Ave., Los Angeles
Phone EMpire 5013
FRONA V. CLARKE
Pianiste and Teacher
Sat. all day at 50 E. Grand View
Green 153

ROY KAYA
CEMENT AND STONE WORK
Walks, Fireplaces, Walls, Cesspools
Black 61 374 W. Highland

Composition Shingles
Over your old shingled roof
Sierra Madre Phone Black 28
CROWN CITY ROOFING CO.
853 Wright Ave., Pasadena
Phone Fair Oaks 6831

NEWS WANTADS PAY

McCLOSKEY BROTHERS
CONTRACTING IN
Painting, Paper Hanging and Sign Writing
Artistic Decorating Our Specialty
Tel. Red 49, Sierra Madre 148 N. Mt. Trail

BERGIEN & CABOT
Funeral Directors

Phone Main 27 304 West Central

NORRIS

ESTABLISHED 1887

BE SURE TO VISIT THE WISTARIA FETE

345 Spartan Grocers in Southern California

The Largest Co-operating Buying Exchange in the West

Have You Visited Our

SPARTAN SELF-SERVICE Department

No Phone - No Credit - No Delivering

You Save All - Compare Our Prices

Specials for One Week Starting Saturday, March 21

Golden Age Macaroni, Spaghetti, Noodles, 4 Packages for 25c

Extra Choice Evaporated Apricots 24c

Santa Clara Prunes, large size ..... 3 lbs. 48c

Del Monte Pork and Beans, picnic size tins ..... 2 for 15c

Oh Henry Candy Bar 9c

Golden Rule, Fancy, Country Gentleman Corn ..... 2 for 35c

4 lbs. Eastern Rolled Oats 25c

Easter Brand Canned Fruits, Spartan's Exclusive Brand—the Finest Fruit at anywhere near the Price—

Easter Yellow Peaches, 2½ can 21c

Easter Peeled Apricots, 2½ cans 23c

Easter Bartlett Pears, 2½ cans 27c

Dromedary Dates, pkg. 20c

Fancy White Figs, the lb. 10c

Empson's Special Sifted Peas, nothing finer, small size cans, 2 for 25c

A SPARTAN SPECIAL FOR YOUR LENTEN MENUS

Ship Brand Imported Norwegian Sardines in pure Olive Oil, ... 2 cans for 25c

Record Tuna, ½ tin 19c

Dunbar Shrimps 19c

Minced Clams ..... ½ tin 19c

Kippered Snacks 7c

Norse Crown Fat Herrings 23c

Quaker Oats, plain or quick, ... small 12c; large 28c

The Above Specials for One Week in Spartan Self-Serve Dept. Only

EASTER

Will Soon Be Here--Be Prepared

Easter Cards, the latest out.

Easter Novelties—Rabbits, Chickens, assorted novelties.

Easter Baskets—a large assortment all sizes, 5c to $2 each.

Easter Candles—Easter time is candle time—have you seen our assortment?

Easter Candy—Eggs, 6 for 1c; 4 for 1c; 2 for 1c; 1c, 5c, 10c, 15c.

Decorated Eggs and Candy Novelty Toys.

S. R. NORRIS

SIERRA MADRE DEPARTMENT STORE

Phones: Black 12; Main 205

331 West Central

Neighborhood NEWS

The Canyon swimming pool will be open for business Saturday, according to C. E. House, manager of the pool. Mr. House has had a number of phone calls from Sierra Madre people within the last few days and so the pool was cleaned and water turned in.

Miss Jean Woodward, 470 Ramona, entertained a group of Los Angeles friends over the week end.

S. R. G. Twycross has purchased a new Ford car for use in connection with his taxi business and mail transportation.

Mrs. E. D. Burbank will entertain a party of twenty Los Angeles guests at the Wistaria Fete next Thursday.

Queen Titania and Mr. and Mrs. Sand Man of Radioland will be guests of honor at the Wistaria Fete Sunday.

W. S. Hull, Fred Griebenow and Frank E. Cox attedned the retail hardware association convention at the Ambassador hotel Wednesday night.

Mr. and Mrs. Herbert Clark have returned from San Francisco where they went on their wedding trip.

Miss Viola Fennel entertained Mrs. Donald Hosford, Mrs. Arthur Johnson, Jr., and Mrs. Ralph Stover at luncheon Wednesday.

Mrs. Frank Was of Fullerton entertained Monday in honor of her sisters, Mrs. C. Hall Perry and Mrs. Ralph Stover. The Sierra Madre guests besides those named were Mrs. C. L. Drake, Mrs. Hayes, Mrs. Lysle Anderson, Mrs. Donald Hosford and Mrs. Arthur Johnson.

A. M. Udell, J. M. Campbell, Louis D. Berg, Lee Hibbs, M. H. Davis and E. H. Keegan went to Camp Baldy Saturday night to attend a meeting of the Angelus Forest Protective association.

The Metaphysical classes at 105 E. Central Ave., Sierra Madre, with Miss Nellie Cecil of Los Angeles as teacher, continue to increase in interest and attendance. Her classes are at 2:00 p. m. Thursday, and at 7:30 p. m. Sunday. All are cordially invited.

SPEAKER TELLS LOCAL CHURCH HOW TO BUILD

Dr. William S. Bovard, head of the board of religious education of the Methodist church, gave an address at the Congregational church Friday evening on the subject of church building. Dr. Bovard congratulated the church on its undertaking and gave many helpful suggestions to those who have undertaken the work. He stressed the need of a well rounded program in church activity. He said that the boy could not bring his soul to church without his mind and body and that all three parts of his being should be cared for.

C. W. Jones, chairman of the general campaign committee, explained the church building program and by aid of pictures thrown on the screen outlined the plan of the new edifice which would provide for a full graded church school with provisions for recreation and social activities as well as an excellent church auditorium. The meeting was attended by about 100 members and friends of the church.

Tucker-Morton

At the Congregational parsonage Thursday night, Mr. Charles G. Tucker of San Pedro and Miss Luzena E. Morton of Sierra Madre were united in marriage by Dr. W. A. Tate. Mr. Lester K. Layton of Sierra Madre was best man and the bride was accompanied by Mrs. L. K. Layton Miss Morton, sister of the bride, and Mrs. Nellie J. G. Tucker, the mother of the groom. The best wishes of the friends of the happy couple go with them as they enter upon this new relationship.

Church of Ascension

Episcopal)

Fourth Sunday in Lent.

Holy Communion, 8 a. m.

Church School, 9:45 a. m.

Morning Prayer and Sermon, 11:00.

Knights of St. Paul, 7:00 p. m.

Miss Helena Martin speaks three times each day (except Thursday) for Miss Guthrie's Unity Center, at No. 38 South Los Robles, Pasadena, during the week of March 22.

CHRISTIAN SCIENCE SOCIETY

Corner Highland and Hermosa Ave

9:30 a. m.—Sunday school.

Subject Sunday, March 8, 11 a. m.: "Man."

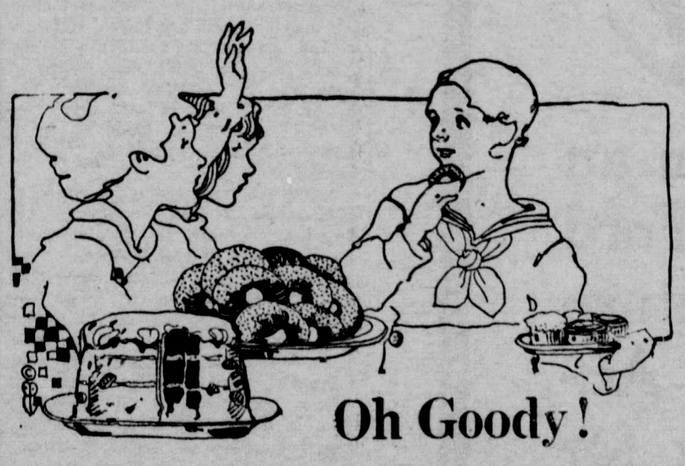
8:00 p. m. Wednesday—Testimonial meeting.

TRUCKING SERVICE

We have added a new 2½-ton Mack truck to our equipment and are prepared better than ver to handle furniture, grain, rock, gravel, etc.

Sierra Madre Feed and Fuel

Main 50 97 E. Montecito



Oh Goody!

CREAM PUFFS and CHOCOLATE ECLAIRS

FOR SATURDAY

Also those delicious Coffee Cakes with date and walnut filling which made such a hit last week!

Sierra Madre Bakery

FRITZ OTTO

28 Windsor Lane

Fish and Oysters

Fresh every day, and served to suit an epicure. Lobsters, Crabs, etc., a specialty.

If You Like Good Steaks

try one prepared by Chef Becronis. Regular customers come from Pasadena and Monrovia for them!

Cold Meats, including Turkey and Chicken, always ready to serve

SIERRA MADRE CAFE

Central Avenue at Baldwin

WORK WANTED

SEWING—Remodeling and lining; children's clothes, and men's shirts; neat work; Mrs. Vedder, 39 Windsor Lane. 25:27a

RELIABLE, practical nurse wants care of invalid, or position as housekeeper; speaks German; phone Blue 13. *25a

WANTED—Team work, rock work, carpenter work; Chantry Bros., 192 Merrill Ave., Blue 202. 20ctf

PRACTICAL NURSE—at 73 Laurel Ave., can give bed baths and cook for patient. 25*a

WANTED: By an expert gardener, lawn and garden work part time. Frank Lockyear, 30 Windsor Lane. Black 22. 12ctf

CARPENTER and Cabinet work, jobbing of all kinds. J. A. McCloskey. 148 N. Mt. Trail. Red 49. 46ctf

HEMSTITCHING—8c and 10c a yd.; Sadler's or 674 Woodland Drive, at pool; Blue 127; Mrs. House. 22:tfa

HELP WANTED

WANTED—Party or private family to care for 2-yr.-old boy, reasonable, at their home; 271 N. Lima. *25b

MISCELLANEOUS

ROOMS with board; Black 19 41ctf.

DOG LOST—Black and white fox terrier; reward; Babby Bains, 79 E. Highland; Blue 84. 25:g

STORAGE by the month for all kinds of goods. Roland Adams. 8c-tf

WANTED—Real Estate—Direct from owner; half acre lot in good residential location; address "Cash Buyer," News office. *25i

PIANO LESSONS—Mrs. E. W. Gregg, 729 W. Alegria; phone Blue 217. 24*26i

RICHARDS' BAKE SHOP—Careful attention given to orders; 45 N. Baldwin; Black 48. tf:i

WANTED—All kinds of junk. I. B. Goldberg. Black 142. 17c-tf

FENCING—We erect and sell material for all types of fencing. Crown Fence Co., 890 S. Broadway, Pasadena. Tel. F. O. 157. 4ctf

WILL EXCHANGE—80 acre mountain ranch, 4-room furnished house; spring water; about 5-acre orchard; good hunting; for vacant or improved property; 54 W. Central. 25:27f

FOR SALE

FOR SALE—Leedy Professional Drum outfit; bargain at $75 cash; call forenoons or evenings; 162 Santa Anita Court (rear). 23*25c

FOR SALE—Furn. house, 6 large rooms; big screen porch; garage; wide lot; lawn; fruit and flowers; 257 N. Baldwin; Blue 162. 24:26c

HOME [illegible]R SALE—Five-room and sleeping [illegible]ch; fireplace; shade trees; flowers; [illegible]ubbery; full lot; price $3800; [illegible] Owner, 209 W. Laurel Av[illegible] 25:26c

FOR S[illegible] registered 10 mos. old Ba[illegible]ster $5.00; 646 W. Hi[illegible] 25*e

FOR S[illegible] oosters; also dressed [illegible]n. *25e

FOR SALE—Four burner Acorn range, oven and broiler; 224 Santa Anita; Green 155. *25e

FOR SALE—6-rm. house; hot and cold water; fruit; large lot; close in; at a very low price; C. J. Harriman, 54 W. Central; Green 53. 25:27c

FERTILIZER—Fresh or rotted; 4 sacks for $1.00 delivered; Fairview rabbitry, 391 Grove St. Red 217. 25:27e

CHICKENS FOR SALE — Laying Rhode Island Reds; reasonable; Yerxa ranch, 170 S. Baldwin, rear. *25e

OPEN FOR INSPECTION—This beautiful home, for sale, is open for inspection on Sunday, Mar. 8 and 15, or may be seen by inquiring at 60 N. Sunnyside; this residence which is located at 555 W. Montecito, is in the best building section of Sierra Madre; phone Blue 212. 23*25c

FOR SALE—Electric plate 1000 watt, cost $16.50, is in good condition, $8.25; wash wringer, ball bearing, cost $7.00, is in good condition, $3.50; solid dark oak combination reading table with desk, drawer and two hidden leaves, modern, like new, $15.00; 159 E. Laurel Ave. *25e

FOR SALE—Porch rockers, iron beds springs, mattresses, curtain stretchers, saws, scythes, etc.; 241 E. Grand View; phone Red 129. *25e

FERTILIZER For Sale. $3.50 load. Green 10. 10ctf

FOR RENT

FOR RENT—Furnished, 3 rms. and bath; wonderful location; large yard, $35.00; with garage; to permanent tenant; 93 W. Mira Monte; phone Black 28. 25:tf

FOR RENT—Furn. bungalow; four rooms and bath; in Sunshine Court; half block from carline; 180 N. Mt. Trail. *25d

FOR RENT—Two new well furnished, four and five room bungalows; summer rates; 70 and 68 W. Mira Monte Ave. *25d

FOR RENT—8 rooms unfurnished, $30.00; Highland Ave., corner Grove St.; two bath rooms; hot water; hardwood floors; all in good repair; A. N. Adams, phone Black 8. 25:27d

TO LET—Furnished 3 room apt., half block of P. O., 2 people; also 6-room furnished house, 103 E. Montecito Ave. 25*27d

FOR RENT—Clean room; bath; use of kitchen, living room, front and back porches; 3 blocks from car line; $10 a month; no sickness; 650 W. Alegria Ave. 25*h

FOR RENT—Furnished rooms; 178 E. Central; tel. Green 63. 24*26d

FOR RENT—New 5 room furn. bungalow $38 mo.; 70 Esperanza. 23*25d

FOR RENT—New stucco duplex; up to the minute; 4 rooms on each side; hardwood floors, tile sinks and baths; garages; near school and church; cheap at $55 per month; 500 West Highland, rear. 23*25d

FOR RENT—2-room furnished housekeeping apt.; for single man or woman; Black 191. 23:25d

BELLA VISTA TERRACE—Has apartments for rent $50 and up; office apt. 4; phoneBlue 92. 23ctf